

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior revisions, and listings, of claims in the application:

- 1 1-24. (Cancelled).
- 1 25. (Previously Presented) A method for generating web pages, comprising:
2 storing a preconstructed web page;
3 storing, separate from said preconstructed web page, correlation data that specifies a
4 correlation between an identifier and replacement content;
5 receiving a request for a requested web page that corresponds to said preconstructed
6 web page;
7 in response to said request, retrieving said preconstructed web page, wherein:
8 said preconstructed web page was created prior to receiving said request,
9 said preconstructed web page is written in a tag-delimited page description
10 language, and
11 said preconstructed web page includes said identifier that is located at a
12 position between a pair of tags within said preconstructed web page;
13 in response to said request, modifying said preconstructed web page to produce said
14 requested web page by causing a program to perform the steps of:
15 removing said identifier from said preconstructed web page, and
16 inserting said replacement content at said position in said preconstructed web
17 page, wherein said replacement content is selected based on the
18 correlation data; and
19 providing said requested web page in response to said request.
- 1 26. (Previously Presented) The method as recited in Claim 25, wherein removing said
2 identifier and inserting said replacement content further includes substituting
3 replacement text for said identifier in said preconstructed web page.
- 1 27. (Currently amended) The method as recited in Claim 25, wherein:
2 said identifier is a first identifier and said position is a first position;
3 said preconstructed web page includes a second identifier that is located at a second

4 position between another pair of tags within said preconstructed web page;
5 said preconstructed web page includes first code, written in said tag-delimited page
6 description language, that describes a first display region, and second code,
7 written in said tag-delimited page description language, that describes a second
8 display region ~~that includes said second identifier~~, wherein said first code
9 includes said first identifier, ~~and~~ wherein said second code includes said
10 second identifier,
11 wherein said first display region corresponds to a first set of content specified by a
12 first pair of tags, and wherein said second display region corresponds to a
13 second set of content specified by a second pair of tags; and
14 modifying said preconstructed web page to produce said requested web page further
15 comprises causing said program to arrange an ordering of said first display
16 region and said second display region in said requested web page based on an
17 ordering of said first position and said second position in said preconstructed
18 web page.

- 1 28. (Currently amended) The method as recited in Claim 25, wherein:
2 said program is a first program, said identifier is a first identifier, and said position is a
3 first position;
4 said preconstructed web page includes a second identifier that is located at a second
5 position between another pair of tags within said preconstructed web page; and
6 said preconstructed web page includes first code, written in said tag-delimited page
7 description language, that describes a first display region and second code,
8 written in said tag-delimited page description language, that describes a second
9 display region, wherein said first code includes said first identifier, and
10 wherein said second code includes said second identifier,
11 wherein said first display region corresponds to a first set of content specified by a
12 first pair of tags, and wherein said second display region corresponds to a
13 second set of content specified by a second pair of tags;
14 modifying said preconstructed web page to produce said requested web page further
15 comprises causing said program to arrange an ordering of said first display
16 region and said second display region in said requested web page based on an

17 ordering specified by a second program.

1 29. (Previously Presented) The method as recited in Claim 25, wherein said
2 tag-delimited page description language is selected from the group consisting of
3 hypertext markup language (HTML) and extensible markup language (XML).

1 30. (Previously Presented) The method as recited in Claim 25, further comprising:
2 parsing said preconstructed web page to generate a hierarchical representation of said
3 preconstructed web page, wherein said hierarchical representation is based on a
4 structure of said preconstructed web page; and
5 based on said hierarchical representation, processing said preconstructed web page to
6 locate said identifier.

1 31. (Currently amended) The method as recited in Claim 25, wherein:
2 said preconstructed web page defines a plurality of display regions; and
3 code, written in said tag-delimited page description language, that describes how to
4 render one display region, of said plurality of display regions, wherein said
5 ~~code~~ includes said identifier.

1 32. (Currently amended) The method as recited in Claim 31, wherein:
2 said identifier is a first identifier, said position is a first position, and said code that
3 describes how to render one display region is first code that describes how to
4 render a first display region;
5 said preconstructed web page includes said first code;
6 said preconstructed web page includes second code, written in said tag-delimited page
7 description language, that describes how to render a second display region,
8 wherein said second code includes a second identifier that is located at a
9 second position between another pair of tags within said preconstructed web
10 page;
11 said preconstructed web page includes third code, written in said tag-delimited page
12 description language, that describes how to render a third display region,
13 wherein said third code includes no identifiers;

the step of modifying said preconstructed web page to produce said requested web page comprises:
including said first ~~code~~ display region in said requested web page because said replacement content replaces said first identifier;
not including said second ~~code~~ display region in said requested web page because no replacement content replaces said second identifier; and
including said third ~~code~~ display region in said requested web page because said third code includes no identifiers.

33. (Previously Presented) The method as recited in Claim 25, wherein:
said program is a hypertext template engine; and
a controller program performs the step of modifying said preconstructed web page to produce said requested web page by causing said hypertext template engine to perform the steps of removing and inserting.

34. (Previously Presented) The method of Claim 33, wherein said controller program modifying said preconstructed web page to produce said requested web page by causing said hypertext template engine to perform the steps of removing and inserting further comprises:
said controller program making a substitution call to said hypertext template engine, wherein said substitution call specifies said identifier and said replacement content.

35. (Previously Presented) The method as recited in Claim 25, wherein:
said identifier is a first identifier, said position is a first position, and said replacement content is first replacement content;
said preconstructed web page includes a second identifier that is located at a second position between another pair of tags within said preconstructed web page; and
modifying said preconstructed web page to produce said requested web page further comprises causing said program to substitute second replacement content for said second identifier in said preconstructed web page.

1 36. (Previously Presented) The method as recited in Claim 25, wherein:
2 said identifier is a first occurrence of said identifier;
3 said position is a first position;
4 said preconstructed web page includes a second occurrence of said identifier that is
5 located at a second position between another pair of tags within said
6 preconstructed web page; and
7 modifying said preconstructed web page to produce said requested web page further
8 comprises causing said program to perform the steps of:
9 removing said second occurrence of said identifier from said preconstructed
10 web page, and
11 inserting said replacement content at said second position in said
12 preconstructed web page.

1 37. (Previously Presented) A computer-readable medium for generating web pages, the
2 computer-readable medium carrying instructions which, when executed by one or
3 more processors, cause performance of the steps of:
4 storing a preconstructed web page;
5 storing, separate from said preconstructed web page, correlation data that specifies a
6 correlation between an identifier and replacement content;
7 receiving a request for a requested web page that corresponds to said preconstructed
8 web page;
9 in response to said request, retrieving a said preconstructed web page, wherein:
10 said preconstructed web page was created prior to receiving said request,
11 said preconstructed web page is written in a tag-delimited page description
12 language, and
13 said preconstructed web page includes an said identifier that is located at a
14 position between a pair of tags within said preconstructed web page;
15 in response to said request, modifying said preconstructed web page to produce said
16 requested web page by causing a program to perform the steps of:
17 removing said identifier from said preconstructed web page, and
18 inserting said replacement content at said position in said preconstructed web

19 page, wherein said replacement content is selected based on the
20 correlation data; and
21 providing said requested web page in response to said request.

1 38. (Currently amended) The computer-readable medium as recited in Claim 37, wherein
2 the instructions for removing said identifier and inserting said replacement content
3 further comprise instructions which, when executed by the one or more processors,
4 cause ~~performance of the step of~~ substituting replacement text for said identifier in
5 said preconstructed web page.

1 39. (Currently amended) The computer-readable medium as recited in Claim 37,
2 wherein:
3 said identifier is a first identifier and said position is a first position;
4 said preconstructed web page includes a second identifier that is located at a second
5 position between another pair of tags within said preconstructed web page; and
6 said preconstructed web page includes first code, written in said tag-delimited page
7 description language, that corresponds describes to a first display region that
8 ~~includes said first identifier,~~ and second code, written in said tag-delimited
9 page description language, that describes that corresponds to a second display
10 region ~~that includes said second identifier,~~ wherein said first code includes said
11 first identifier, and wherein said second code includes said second identifier,
12 wherein said first display region corresponds to a first set of content specified by a
13 first pair of tags, and wherein said second display region corresponds to a
14 second set of content specified by a second pair of tags; and
15 the instructions for modifying said preconstructed web page to produce said requested
16 web page further comprise instructions which, when executed by the one or
17 more processors, cause ~~performance of the step of causing~~ said program to
18 arrange said first code that corresponds to said first display region and said
19 second code that corresponds to said second display region in said requested
20 web page based on an ordering of said first position and said second position in
21 said preconstructed web page.

1 40. (Currently amended) The computer-readable medium as recited in Claim 37,
2 wherein:
3 said program is a first program, said identifier is a first identifier, and said position is a
4 first position;
5 said preconstructed web page includes a second identifier that is located at a second
6 position between another pair of tags within said preconstructed web page; and
7 said preconstructed web page includes first code, written in said tag-delimited page
8 description language, that describes that corresponds to a first display region,
9 ~~that includes said first identifier~~ and second code, written in said tag-delimited
10 page description language, that describes that corresponds to a second display
11 ~~region that includes said second identifier, wherein said first code includes said~~
12 first identifier, and wherein said second code includes said second identifier,
13 wherein said first display region corresponds to a first set of content specified by a
14 first pair of tags, and wherein said second display region corresponds to a
15 second set of content specified by a second pair of tags;
16 the instructions for modifying said preconstructed web page to produce said requested
17 web page further comprise instructions which, when executed by the one or
18 more processors, cause ~~performance of the step of causing~~ said program to
19 arrange said first code that corresponds to said first display region and said
20 second code that corresponds to said second display region in said requested
21 web page based on an ordering specified by a second program.

1 41. (Currently amended) The computer-readable medium as recited in Claim 37,
2 wherein:
3 ~~said identifier is a marker;~~
4 ~~said position is a relative position;~~
5 ~~said preconstructed web page is a template;~~
6 ~~said replacement content is dynamic content; and~~
7 said tag-delimited page description language is selected from the group consisting of
8 hypertext markup language (HTML) and extensible markup language (XML).

1 42. (Previously Presented) The computer-readable medium as recited in Claim 37,
2 further comprising instructions which, when executed by the one or more processors,
3 cause performance of the steps of:
4 parsing said preconstructed web page to generate a hierarchical representation of said
5 preconstructed web page, wherein said hierarchical representation is based on a
6 structure of said preconstructed web page; and
7 based on said hierarchical representation, processing said preconstructed web page to
8 locate said identifier.

1 43. (Currently amended) The computer-readable medium as recited in Claim 37,
2 wherein:
3 said preconstructed web page defines a plurality of display regions; and
4 code, written in said tag-delimited page description language, that corresponds to
5 describes how to render one display region, of said plurality of display regions,
6 includes said identifier.

1 44. (Currently amended) The computer-readable medium as recited in Claim 43,
2 wherein:
3 said identifier is a first identifier, said position is a first position, and said code that
4 describes how to render corresponds to one display region is first code that
5 describes how to render corresponds to a first display region;
6 said preconstructed web page includes said first code ~~that corresponds to said first~~
7 ~~display region that includes said first identifier;~~
8 said preconstructed web page includes second code, written in said tag-delimited page
9 description language, that describes how to render that corresponds to a second
10 display region, wherein said second code that includes a second identifier that
11 is located at a second position between another pair of tags within said
12 preconstructed web page;
13 said preconstructed web page includes third code, written in said tag-delimited page
14 description language, that describes how to render that corresponds to a third
15 display region, wherein said third code that includes no identifiers;

16 the computer-readable medium further comprises instructions which, when executed
17 by the one or more processors, cause ~~performance of the steps of:~~
18 including said first ~~code that corresponds to said first~~ display region in said
19 requested web page because said replacement content replaces said first
20 identifier;
21 not including said second ~~code that corresponds to said second~~ display region
22 in said requested web page because no replacement content replaces
23 said second identifier; and
24 including said third ~~code that corresponds to said third~~ display region in said
25 requested web page because said third code includes no identifiers.

1 45. (Previously Presented) The computer-readable medium as recited in Claim 37,
2 wherein:
3 said program is a hypertext template engine; and
4 a controller program performs the step of modifying said preconstructed web page to
5 produce said requested web page by causing said hypertext template engine to
6 perform the steps of removing and inserting.

1 46. (Currently amended) The computer-readable medium of Claim 45, wherein the
2 instructions for said controller program modifying said preconstructed web page to
3 produce said requested web page by causing said hypertext template engine to perform
4 the steps of removing and inserting further comprises instructions which, when
5 executed by the one or more processors, cause ~~performance of the steps of:~~
6 said controller program making a substitution call to said hypertext template engine,
7 wherein said substitution call specifies said identifier and said replacement
8 content.

1 47. (Currently amended) The computer-readable medium as recited in Claim 37,
2 wherein:
3 said identifier is a first identifier, said position is a first position, and said replacement
4 content is first replacement content;
5 said preconstructed web page includes a second identifier that is located at a second

6 position between another pair of tags within said preconstructed web page; and
7 the instructions for modifying said preconstructed web page to produce said requested
8 web page further comprise instructions which, when executed by the one or
9 more processors, cause ~~performance of the step of causing~~ said program to
10 substitute second replacement content for said second identifier in said
11 preconstructed web page.

1 48. (Currently amended) The computer-readable medium as recited in Claim 37,
2 wherein:
3 said identifier is a first occurrence of said identifier;
4 said position is a first position;
5 said preconstructed web page includes a second occurrence of said identifier that is
6 located at a second position between another pair of tags within said
7 preconstructed web page; and
8 the instructions for modifying said preconstructed web page to produce said requested
9 web page further comprise instructions which, when executed by the one or
10 more processors, cause ~~performance of the step of causing~~ said program to
11 perform the steps of:
12 removing said second occurrence of said identifier from said preconstructed
13 web page, and
14 inserting said replacement content at said second position in said
15 preconstructed web page.

1 49. (Cancelled).